

# Research Design/Practical Considerations

## Social Marketing Evaluation

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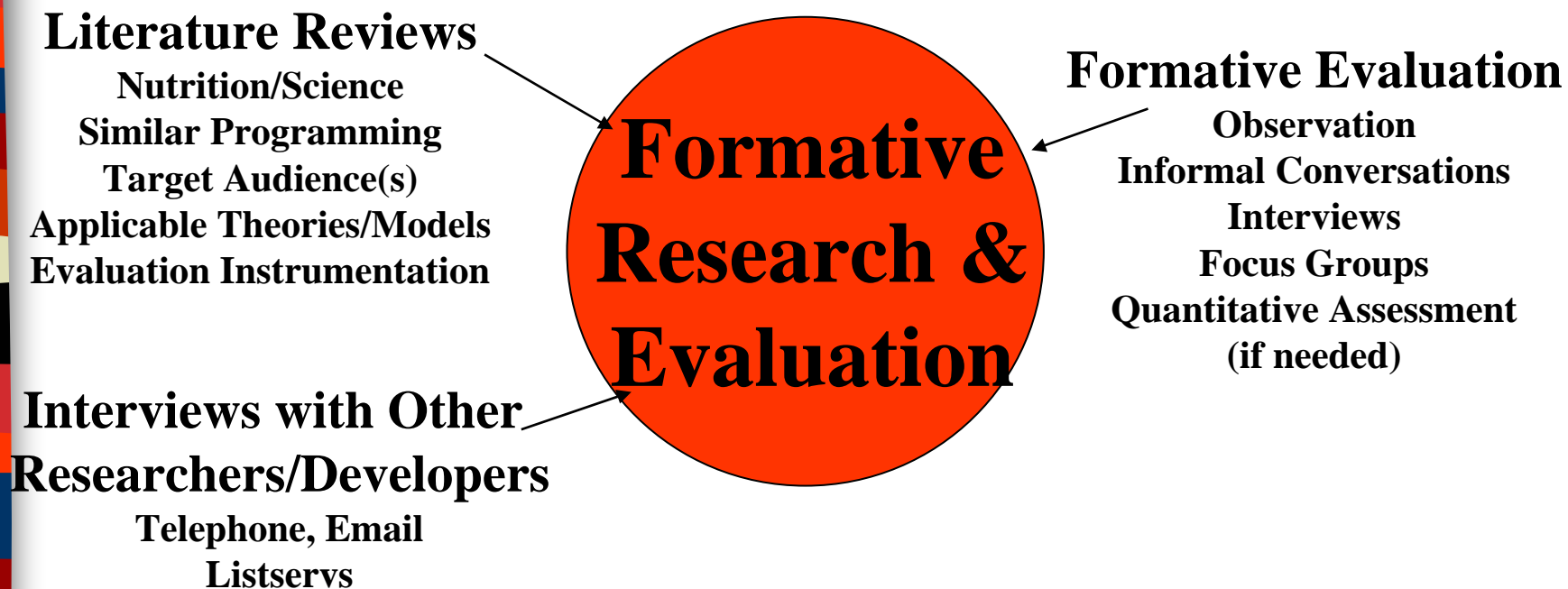


# FSNEP

Food Stamp Nutrition Education Program  
Rutgers, The State University of New Jersey

*"Helping New Jersey Achieve Food Security"*

# In the beginning...



## ...begin with the end in mind



**Pilot-test I**

**Expert Review**



**Pilot/Process  
Research &  
Evaluation**

**Pilot-test II**

**Evaluation  
Instrumentation**

# Finally...

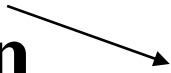
**Outcome  
Evaluation**

Qualitative  
and/or  
Quantitative

**Program  
Evaluation**

**Process  
Assessment**

Qualitative  
and/or  
Quantitative





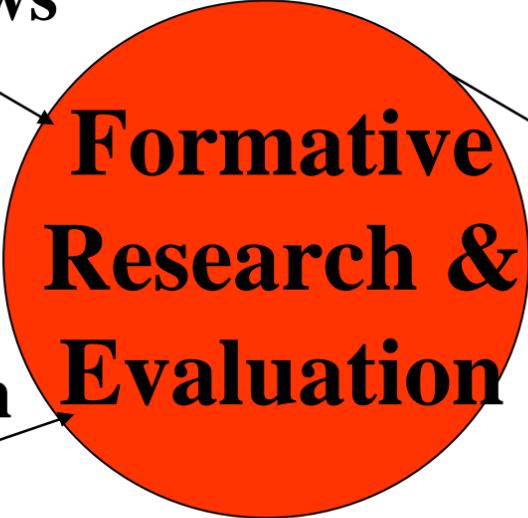
**In terms of practical  
considerations, this is what we  
know best**

**Formative  
Research &  
Evaluation**

**Pilot/Process  
Research &  
Evaluation**



**Literature Reviews**



**Formative  
Research &  
Evaluation**

**Interviews with  
Other  
Researchers/Developers**

- Use these to develop a marketing plan
- Find your holes
- Use focus groups, interviews, etc to fill in the gaps

# At the Focus Group

**Formative Evaluation**  
e.g., focus groups



**Formative  
Research**

## Be prepared for:

- **Children that need to be cared for**
- **Recruitment done ahead of time may not ensure appropriate sample size, sometimes better to recruit on site**
- **If others recruit for you, some participants might not really qualify**
- **FOLLOW THE IRB!!!**
- **Ensure that questions, props, etc are culturally appropriate**
- **Meet with the research team after the first interviews and adjust probes & questions as needed, consult your marketing company when possible**
- **When you're not learning anything new, it's time to stop!**

# Pilot Testing



- **Pre/post assessments are difficult (not worth doing) at health fairs with multiple activities going on, post only might be better**
- **Make sure you know demographics WELL**
- **Language should be CAREFULLY with regards to materials to be piloted**



**Evaluation  
Instrumentation**

Reliability  
Validity

**Pilot/Process  
Research &  
Evaluation**

**Expert Review**

# Leverage, leverage, leverage



## **Network Resources!**

**Find your common ground  
& recognize their needs**